

Communications and Marketing Committee Meeting
San Diego, CA November 10, 2019

Attendees:

Steve Loring, Chair (NMSU/ESCOP)
Mark Rieger, Incoming Chair (Univ. Delaware/ AHS)
Mark Latimore, Jr., Past Chair (FVSU/ECOP)
Becky Walther (ESCOP/CARET)
Karla Trautman, (SDSU, ECOP)
Nancy Cox (Univ. Kentucky/AHS)
Faith Peppers (Univ. Georgia/NIDB Communicators Rep)
Glynda Becker Fenter (WSU/CGA)
Cynda Clary (Oklahoma St. Univ./APS)
Doug Steele (APLU)

Meeting commenced at 1:35 pm.

Steve Loring welcomed everyone and asked for introductions. Steve gave Rick Rhodes apologies for missing the meeting.

Steve gave a summary update of what had happened since March. The proposals for asking APLU to hire a strategist and preparing options for consideration by the three funding sections (AHS, ECOP, ESCOP) have been approved by each of the sections. The CMC agreed to recommend to the BAA Policy Board of Directors that the proposals be adopted and implemented. Mark Rieger moved approval; Nancy Cox seconded the motion. The motion was approved unanimously. Steve will inform the PBD at their meeting November 12, 2019.

A discussion ensued regarding what the CMC should do during the period when the strategic planning is occurring. Faith Peppers suggested that the CMC coordinate with the National Impacts Database (NIDB); that the NIDB should be under the umbrella of the CMC and that we need to market the NIDB more effectively so that we make people aware of the resource and use it. Also, the CMC should retain some discretionary funds for pushing our messages. Steve will work with Doug to clarify the CMC's role in hiring Strategist and assisting the strategic planning effort.

Glynda Becker Fenter asked what our priorities are. Is it our students? If so, we should emphasize stories that highlight the benefits we bring to our students and the benefits they will bring to their communities. The Strategist should do a reconnaissance of priorities.

The CMC is a clearing house for information. This should be part of our input to the Strategist.

All agreed that we need to put fresh content on the Ag Is America website and that we need to keep talking to our social media followers. Doug will make sure that Faith and Brian have the login information to keep the sites current.

Steve will contact the heads of the Sections to pull together the Sections priorities for the next few years.

Faith mentioned that the Communicators feel left out of the CMC and the CMP process. Steve will reach out to the Communicators to inform them of our plans and invite their participation.

Meeting adjourned at 3:30 pm.

DRAFT